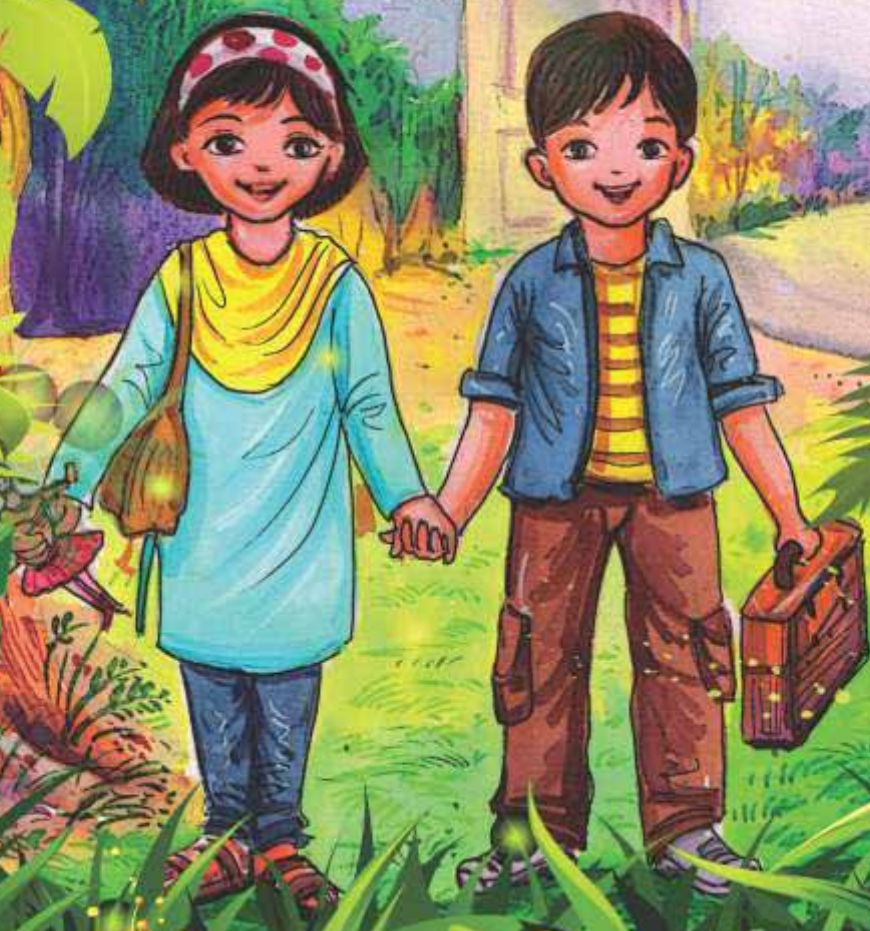
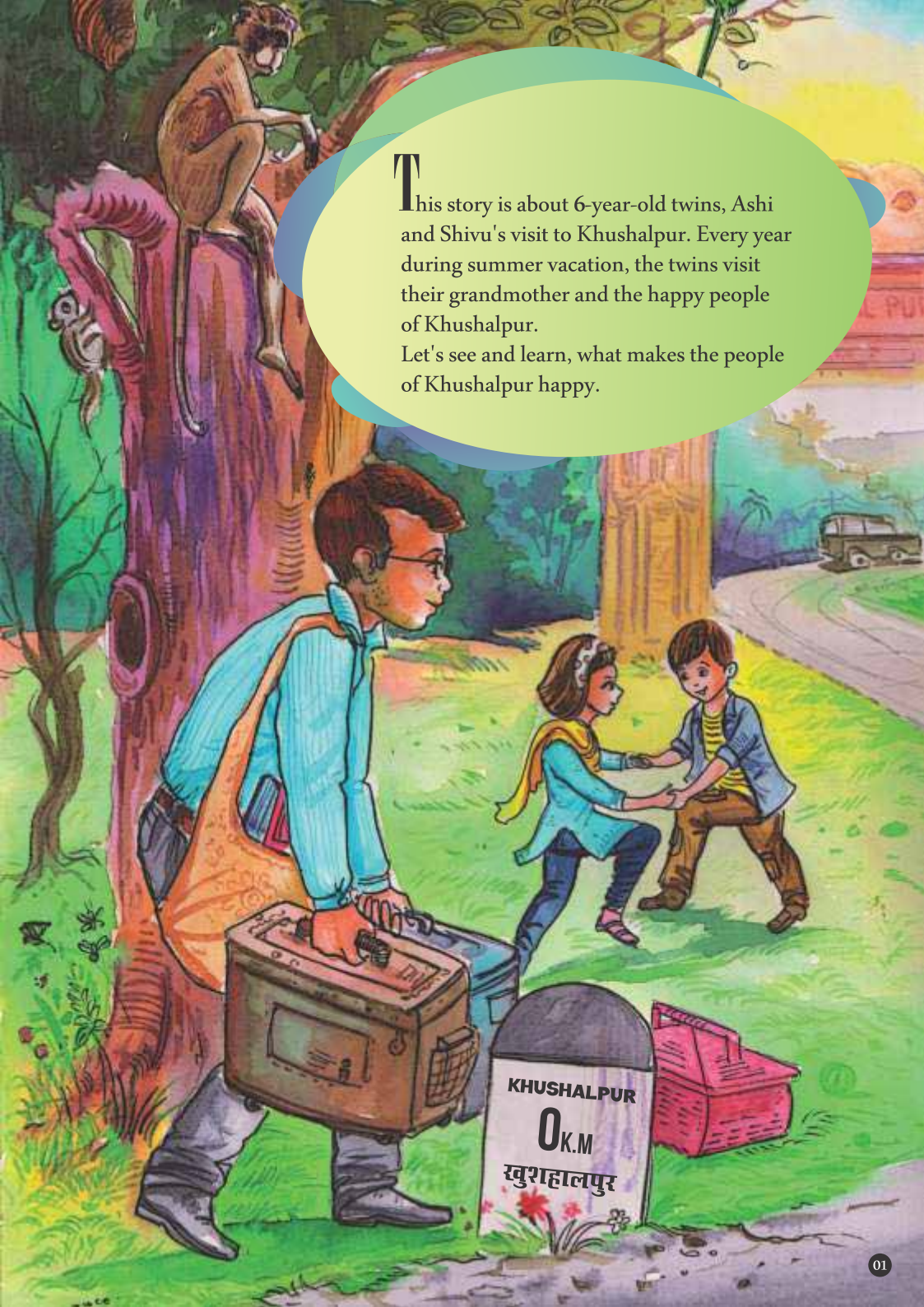


ASHI & SHIVU
**VISIT TO
KHUSHALPUR**





This story is about 6-year-old twins, Ashi and Shivu's visit to Khushalpur. Every year during summer vacation, the twins visit their grandmother and the happy people of Khushalpur.

Let's see and learn, what makes the people of Khushalpur happy.

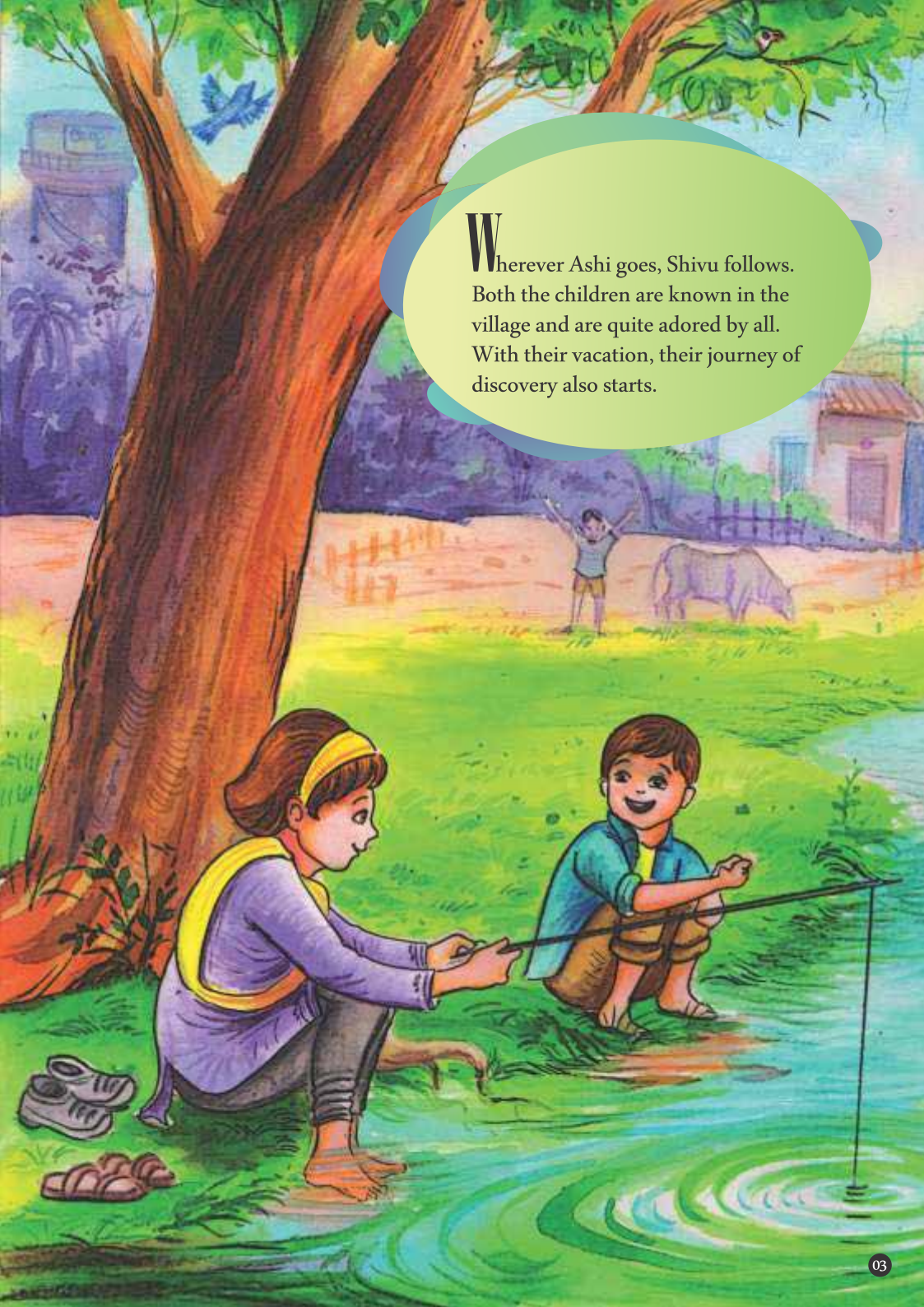
KHUSHALPUR

0 K.M

खुशहालपुर

Ashi and Shivu rush into the house and hug their dear grandmother tightly. Grandmother dearly hugs both the children and they receive tons of kisses and promise of a grand feast.





Wherever Ashi goes, Shivu follows. Both the children are known in the village and are quite adored by all. With their vacation, their journey of discovery also starts.

One day Ashi and Shivu go to the village shop to buy toffees. But they are surprised to find that the old woman who runs the shop cannot see where the toffees are kept, because of cataract.





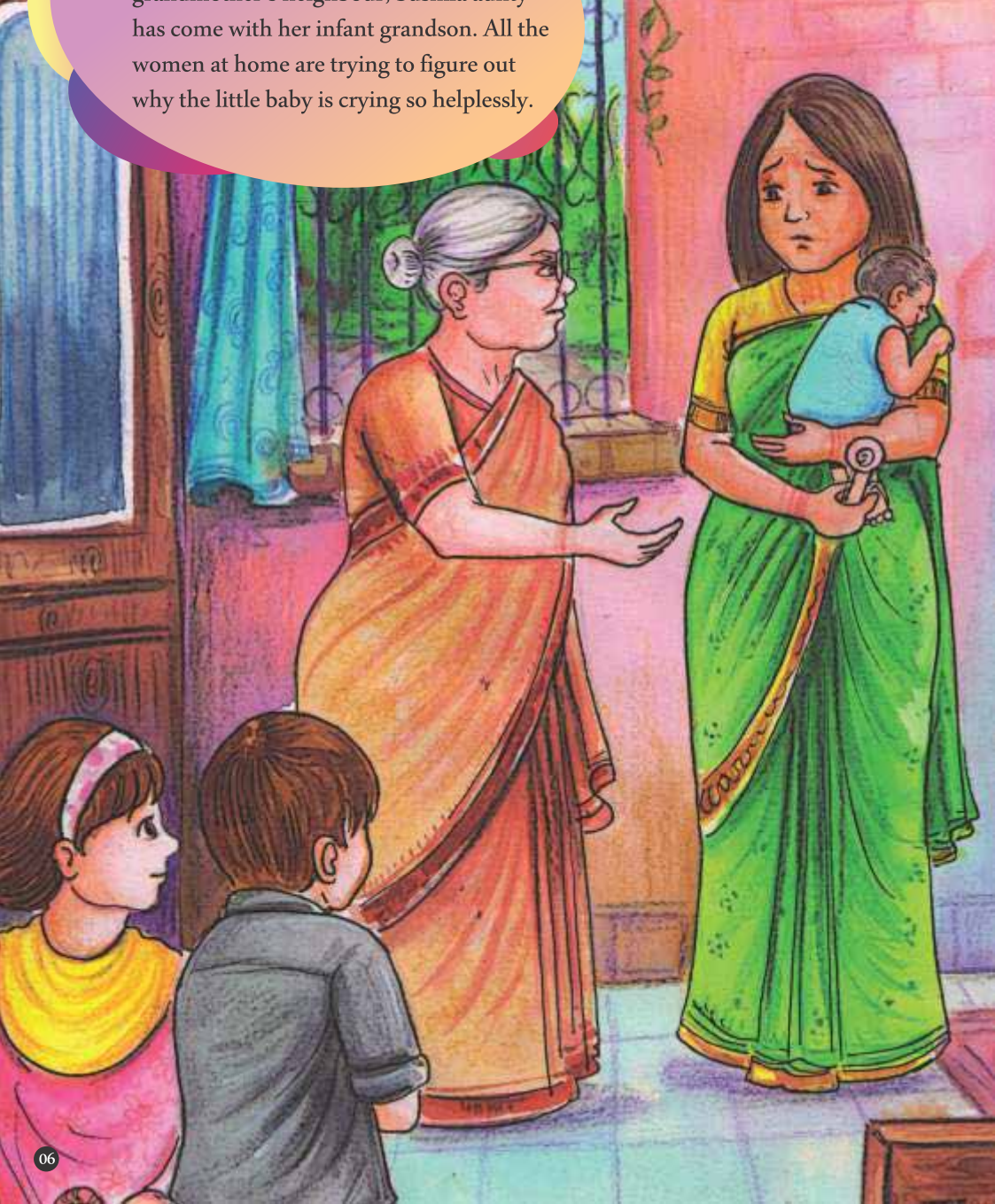
Both the children rush home and start crying because they feel sad for the old women. Baba makes them sit on his lap and assures them that the old women will soon be treated.

ASHI: How baba?

BABA: The old women's son took her to JK Lakshmi Cement for a free eye checkup. And soon she will get her cataract surgery done. After which she will be able to see again.

Happy to know this, both the children now enjoy their toffees.

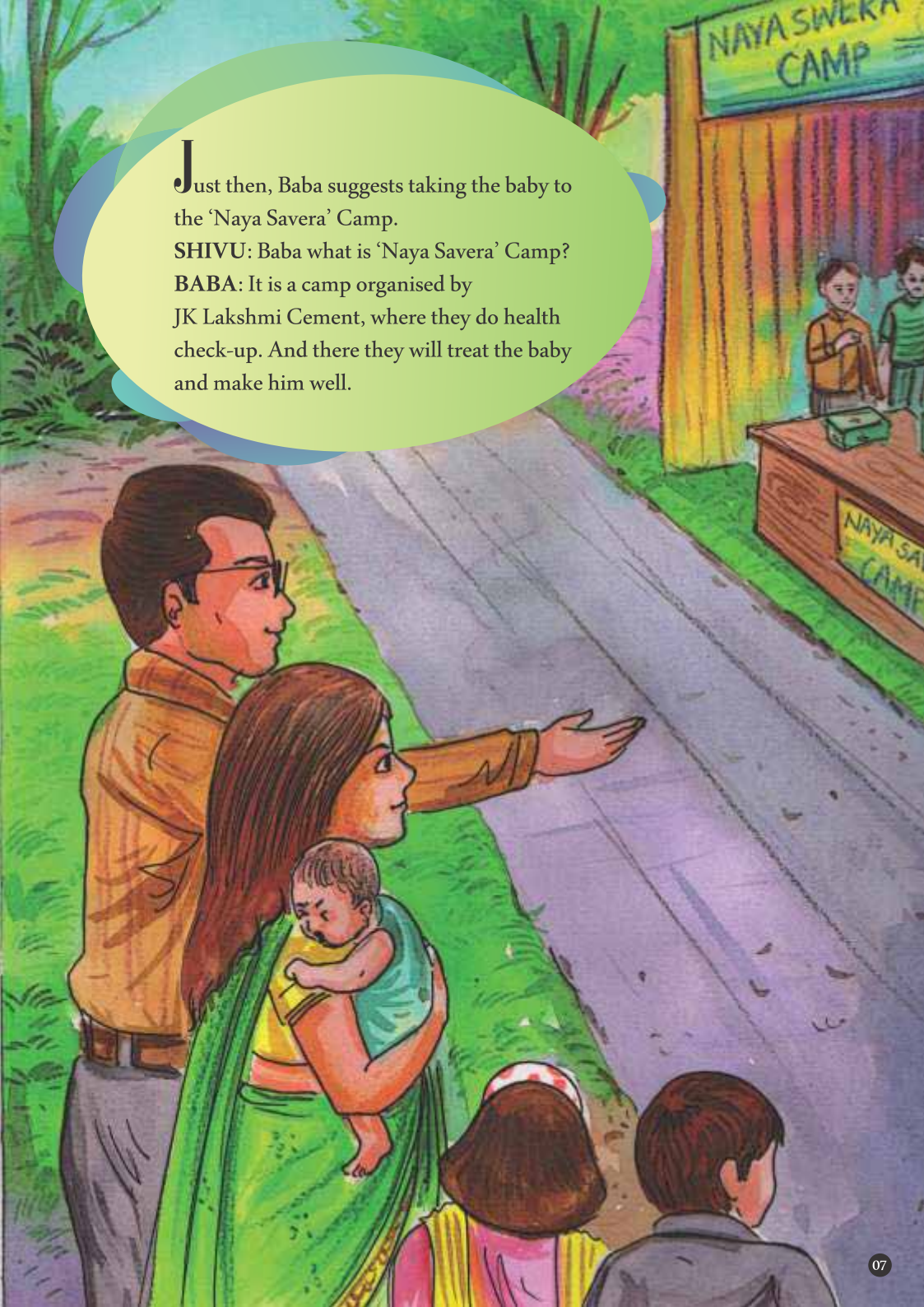
While eating toffees they notice that grandmother's neighbour, Sushila aunty has come with her infant grandson. All the women at home are trying to figure out why the little baby is crying so helplessly.



Just then, Baba suggests taking the baby to the 'Naya Savera' Camp.

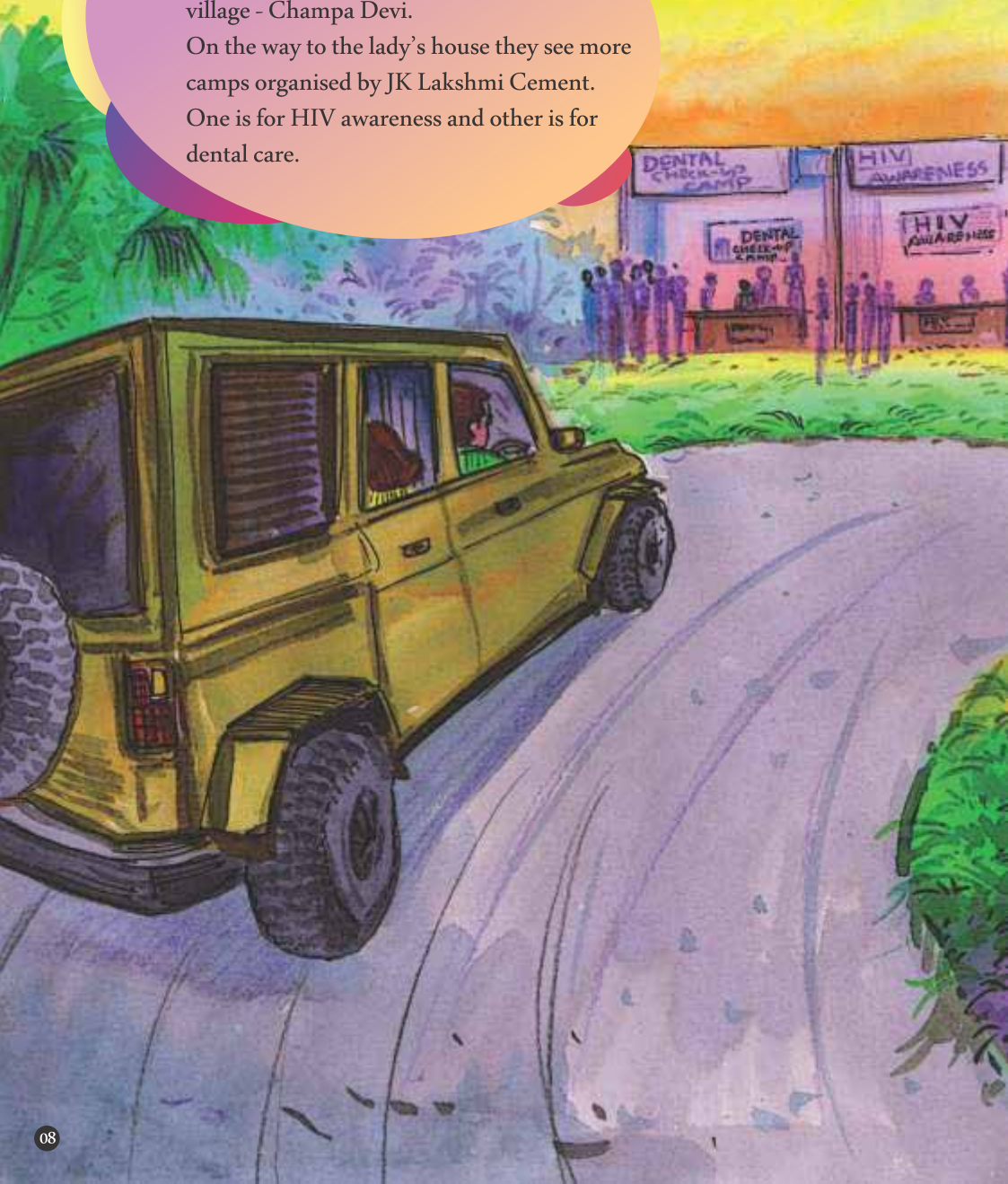
SHIVU: Baba what is 'Naya Savera' Camp?

BABA: It is a camp organised by JK Lakshmi Cement, where they do health check-up. And there they will treat the baby and make him well.



Today Ashi and Shivu are going with the family to meet a kind and famous lady of the village - Champa Devi.

On the way to the lady's house they see more camps organised by JK Lakshmi Cement. One is for HIV awareness and other is for dental care.



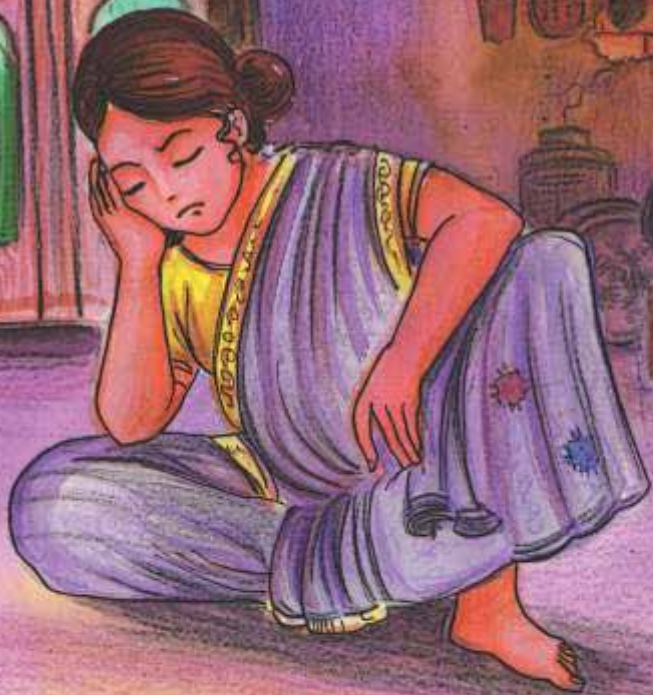


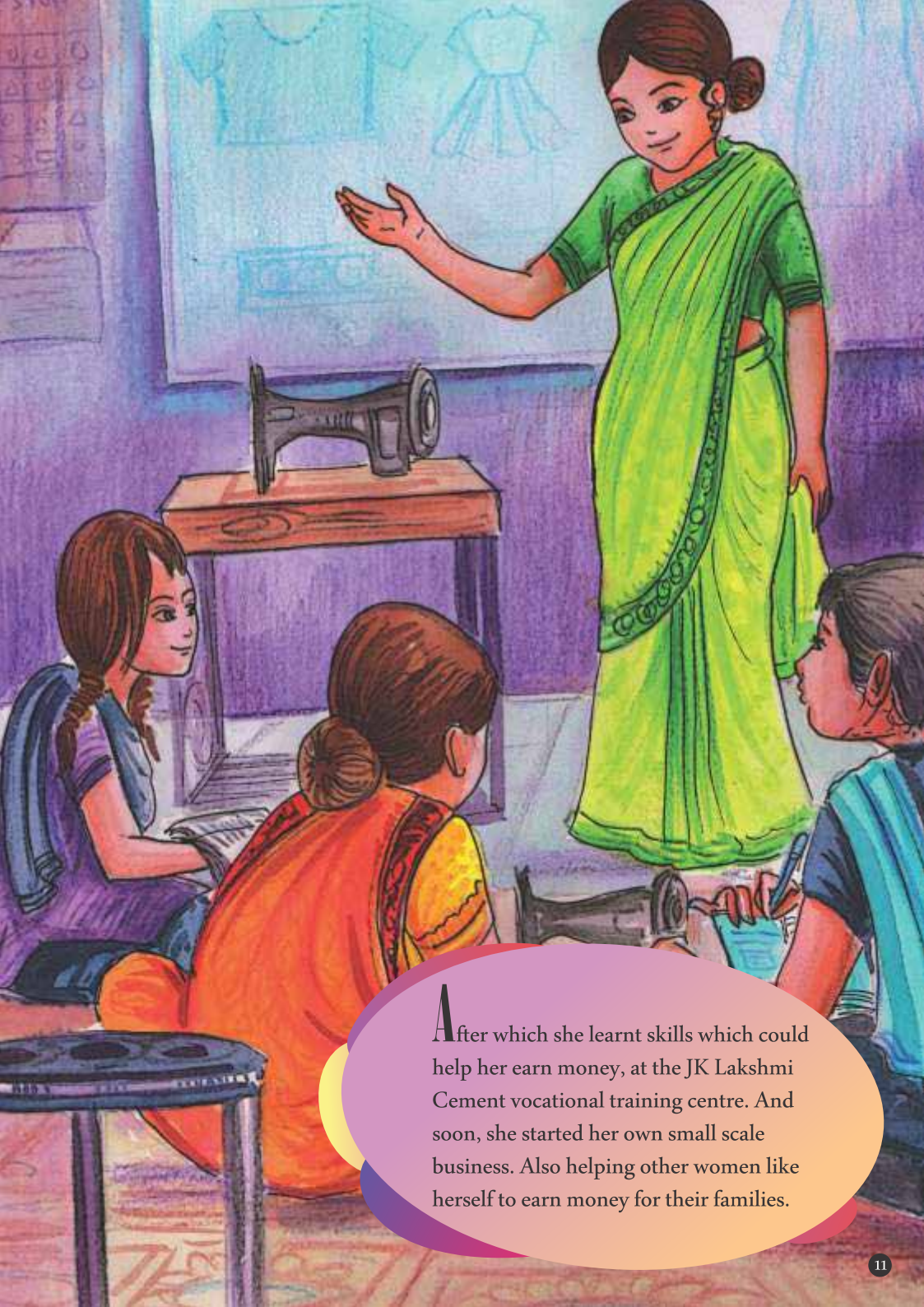
DENTAL CHECK-UP CAMP

Ashi and Shivu also get their teeth checked at the dental camp. Baba says they have to do so, as both the children have been eating a lot of sweets lately.

On the way to Champa Devi's house.

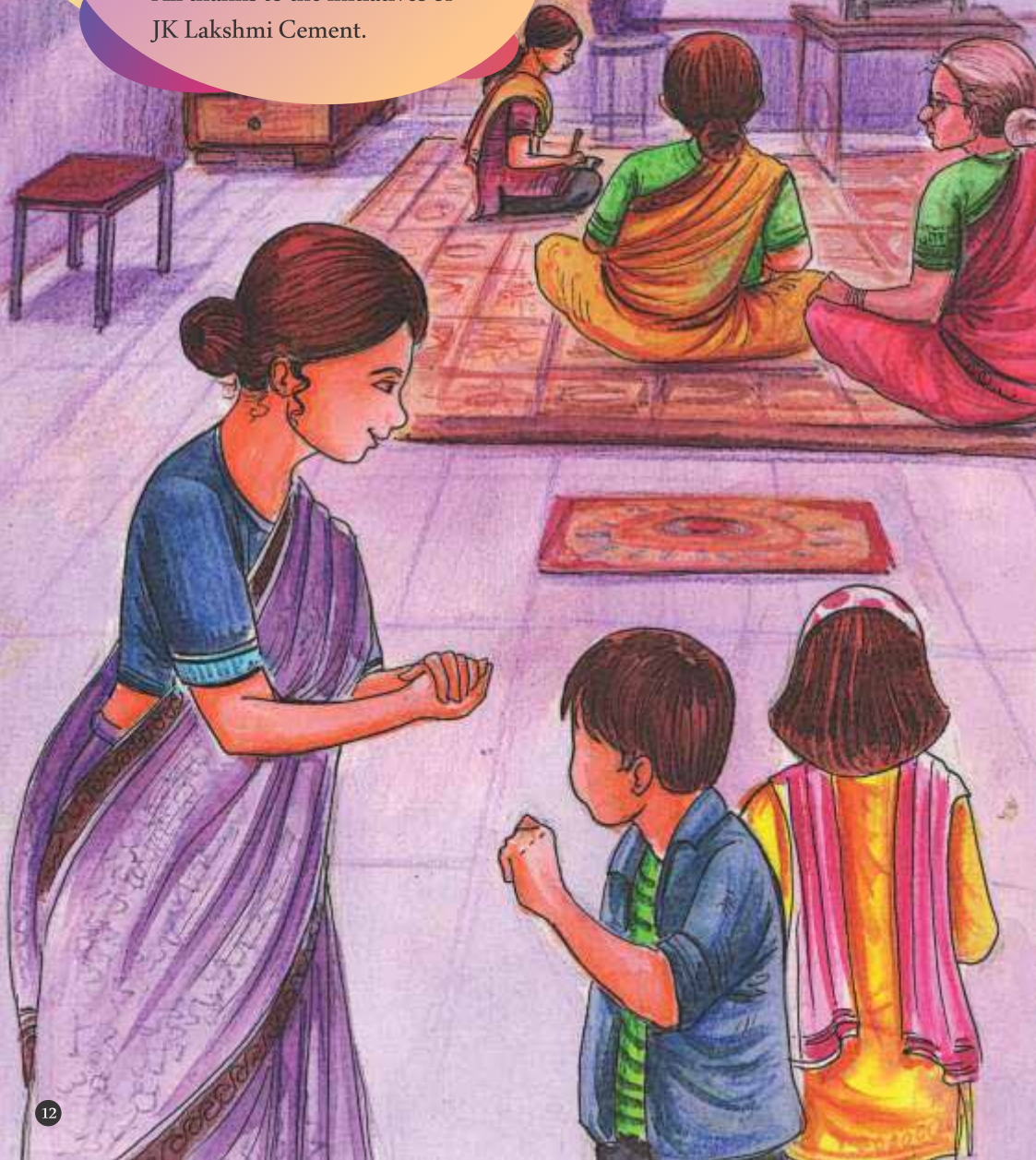
BABA: Beta, Champa Devi was very poor. And she had never gone to school, so she had no way of earning money. But one day, she came to know about a school in her village that was for grownups. She gathered the courage and started going to the school.

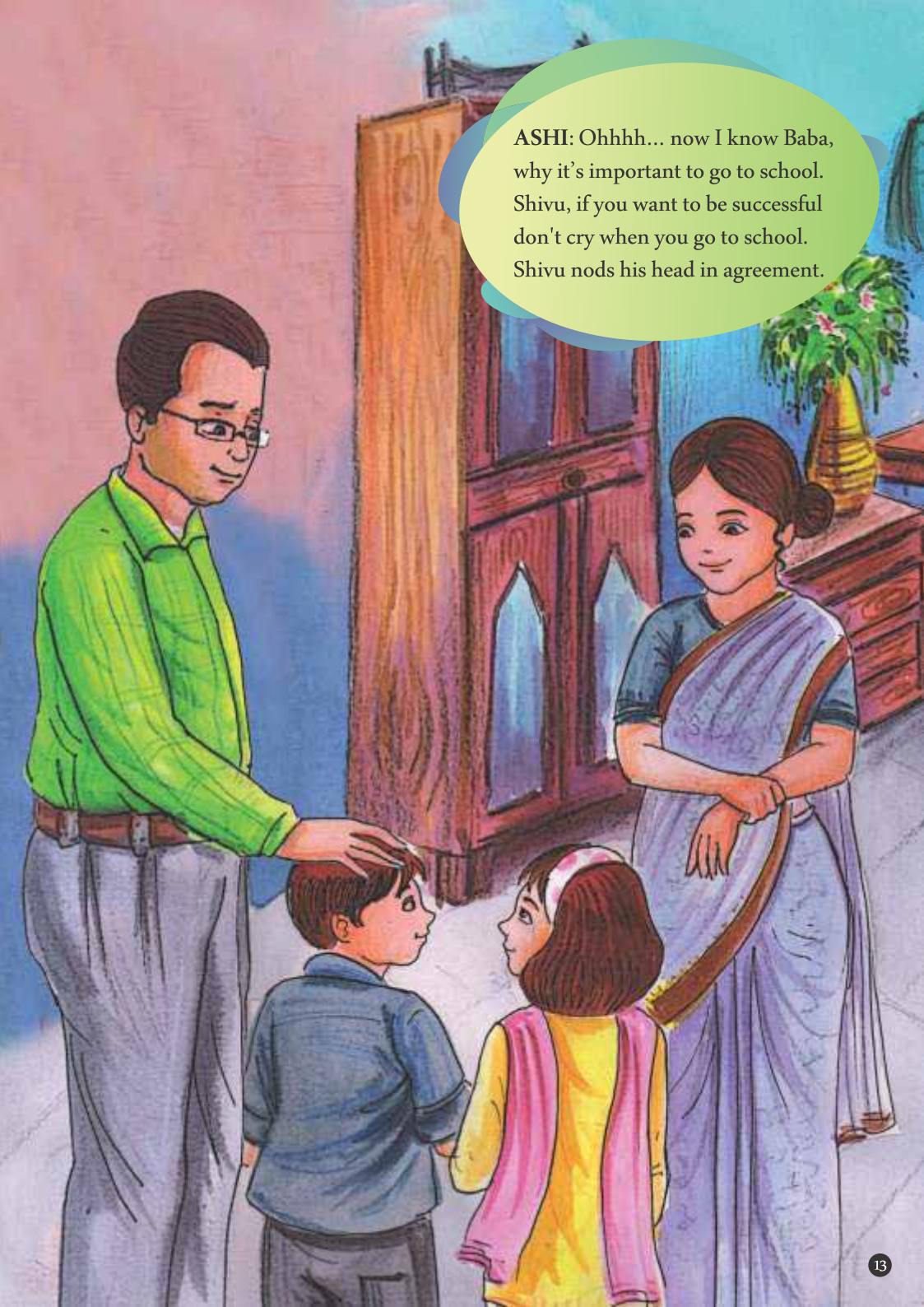




After which she learnt skills which could help her earn money, at the JK Lakshmi Cement vocational training centre. And soon, she started her own small scale business. Also helping other women like herself to earn money for their families.

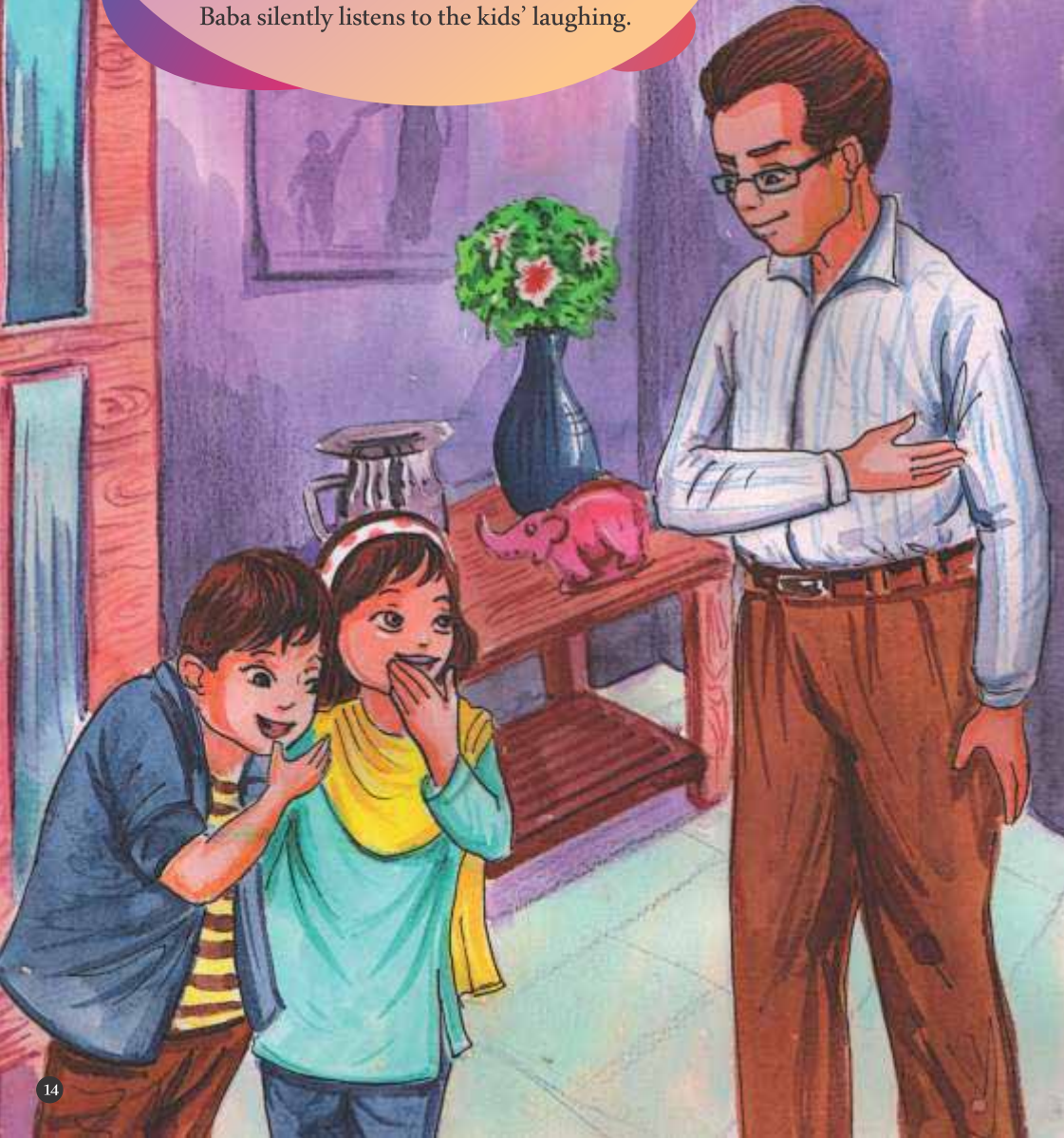
After reaching there, Ashi and Shivu are amazed to see the small scale industry that she has set up. All thanks to the initiatives of JK Lakshmi Cement.



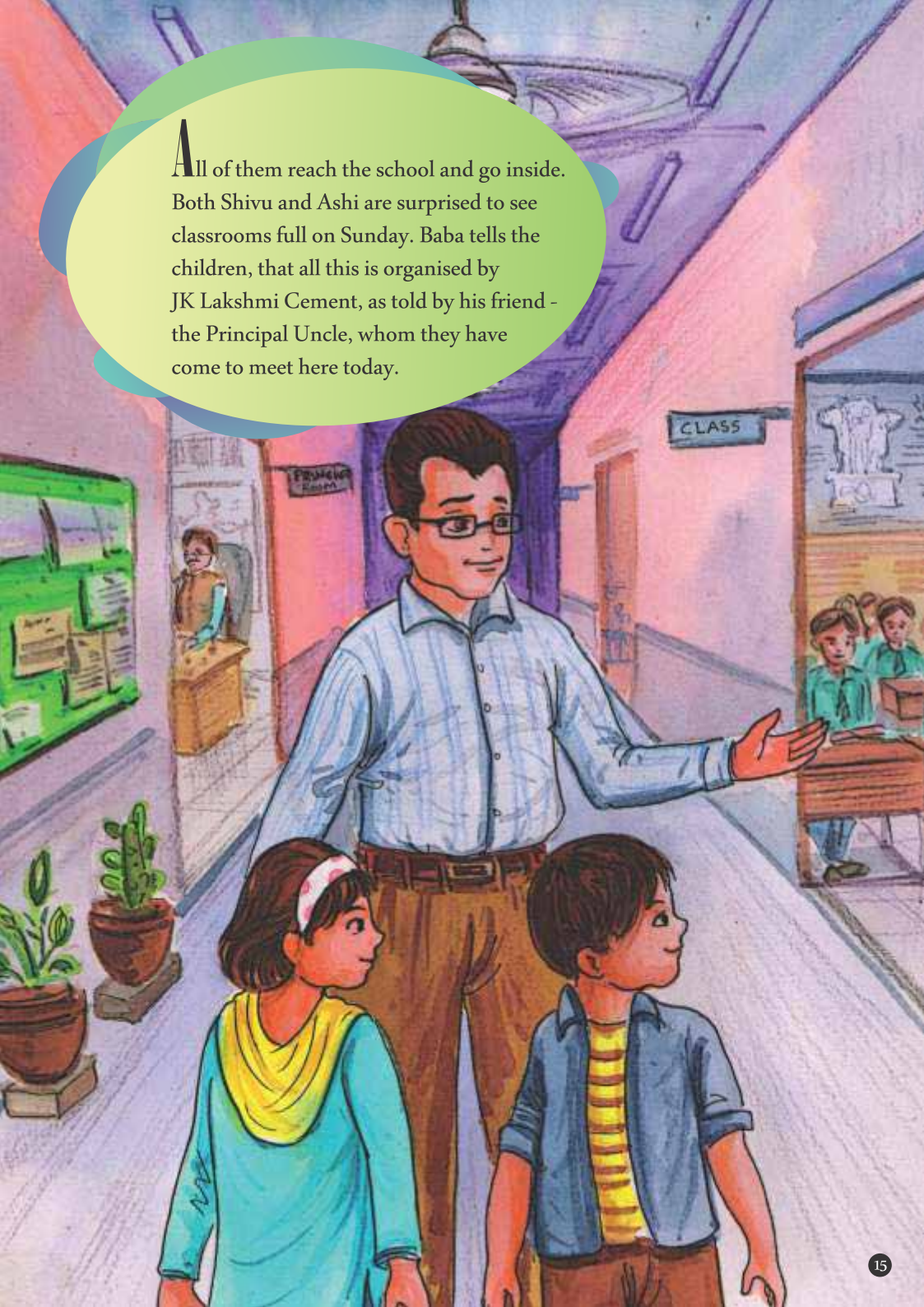


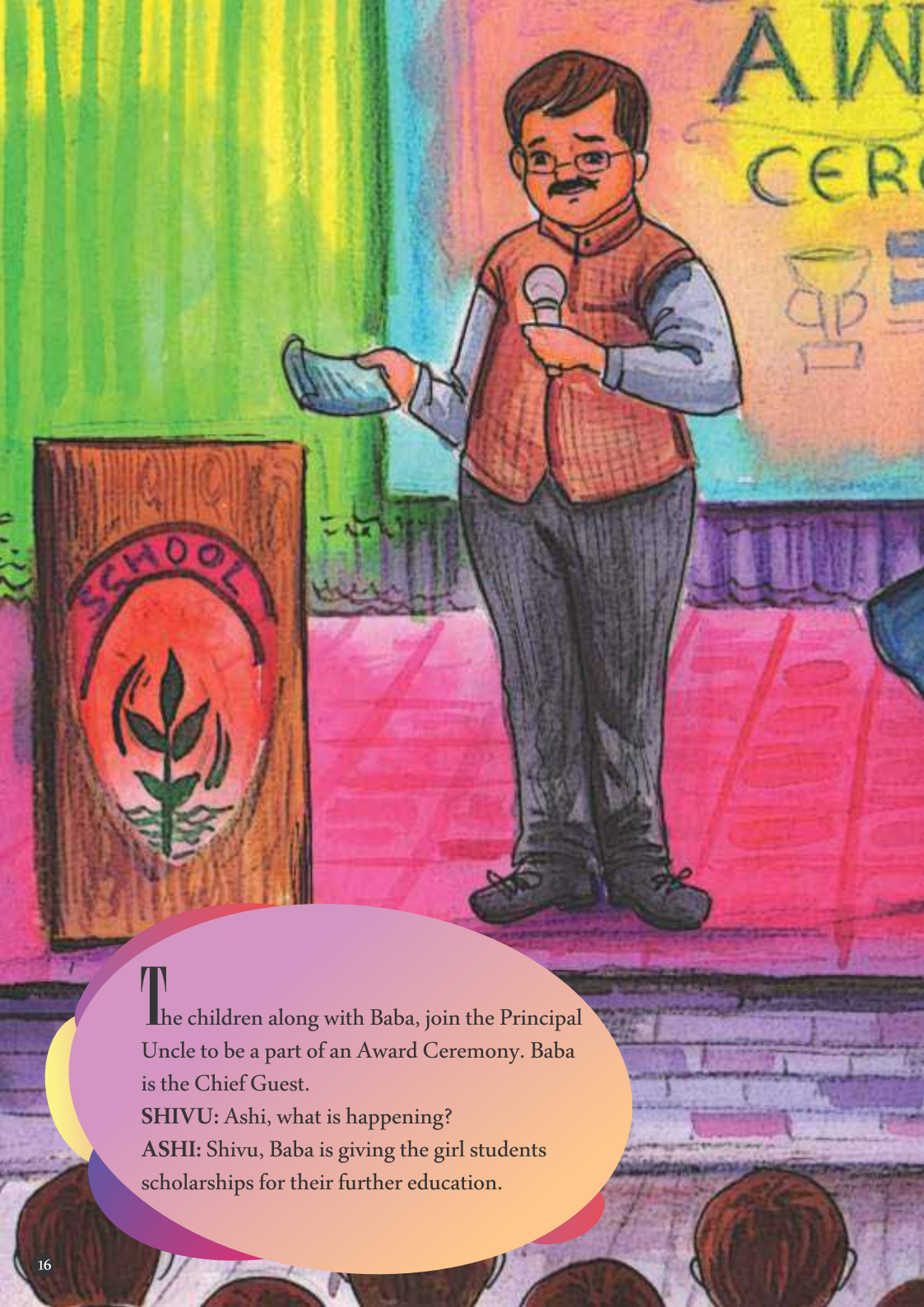
ASHI: Ohhhh... now I know Baba, why it's important to go to school. Shivu, if you want to be successful don't cry when you go to school. Shivu nods his head in agreement.

Today is Sunday, and both the children are going with Baba to meet one of his friends.
SHIVU: Ashi, why are we going to school on Sunday? What a funny thing that is, hahaha!
ASHI: Yes Shivu, I think baba forgot that today is Sunday. Hehheee...
Baba silently listens to the kids' laughing.



All of them reach the school and go inside. Both Shivu and Ashi are surprised to see classrooms full on Sunday. Baba tells the children, that all this is organised by JK Lakshmi Cement, as told by his friend - the Principal Uncle, whom they have come to meet here today.





The children along with Baba, join the Principal Uncle to be a part of an Award Ceremony. Baba is the Chief Guest.

SHIVU: Ashi, what is happening?

ASHI: Shivu, Baba is giving the girl students scholarships for their further education.

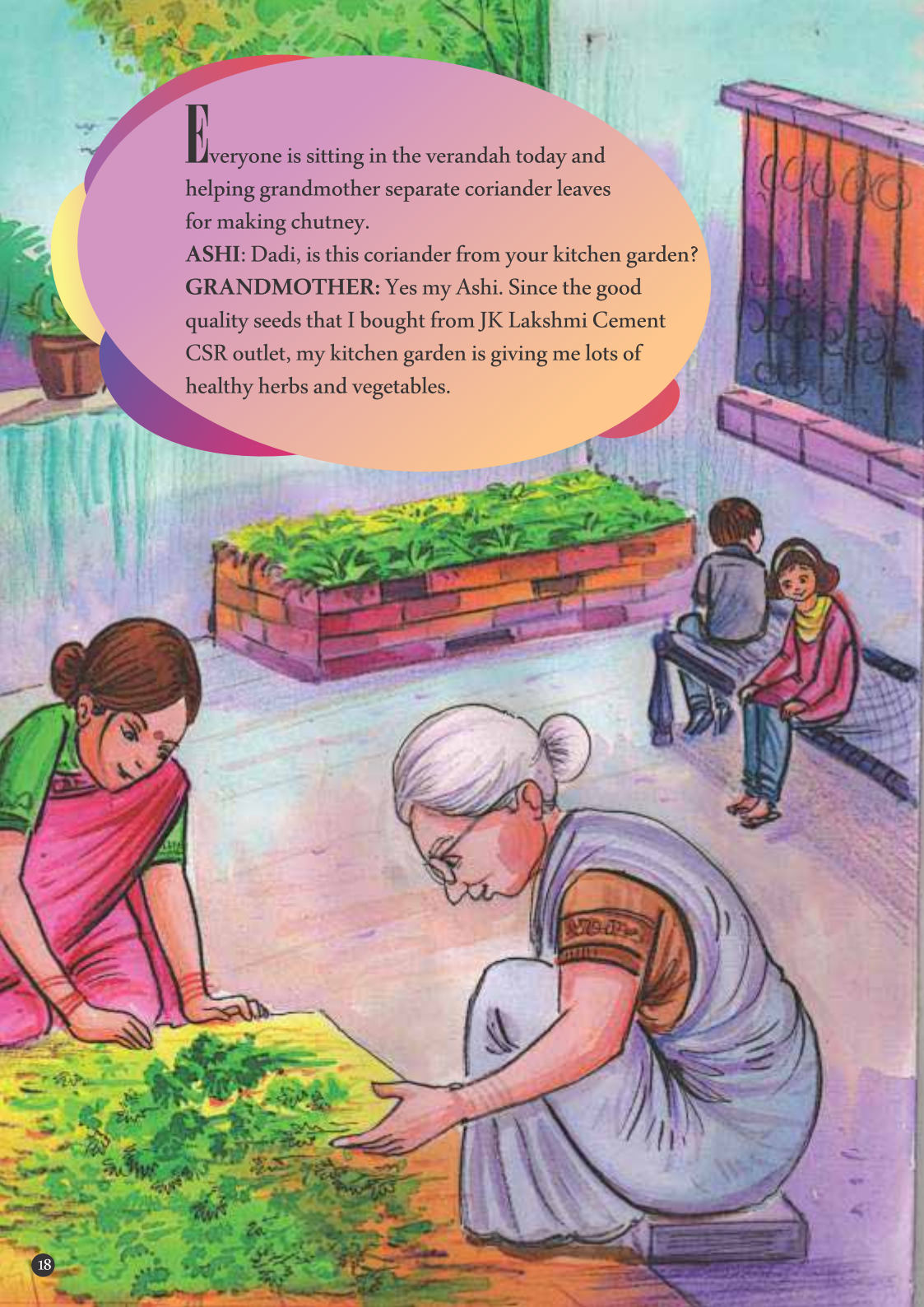
ARD
EMONY...



Everyone is sitting in the verandah today and helping grandmother separate coriander leaves for making chutney.

ASHI: Dadi, is this coriander from your kitchen garden?

GRANDMOTHER: Yes my Ashi. Since the good quality seeds that I bought from JK Lakshmi Cement CSR outlet, my kitchen garden is giving me lots of healthy herbs and vegetables.

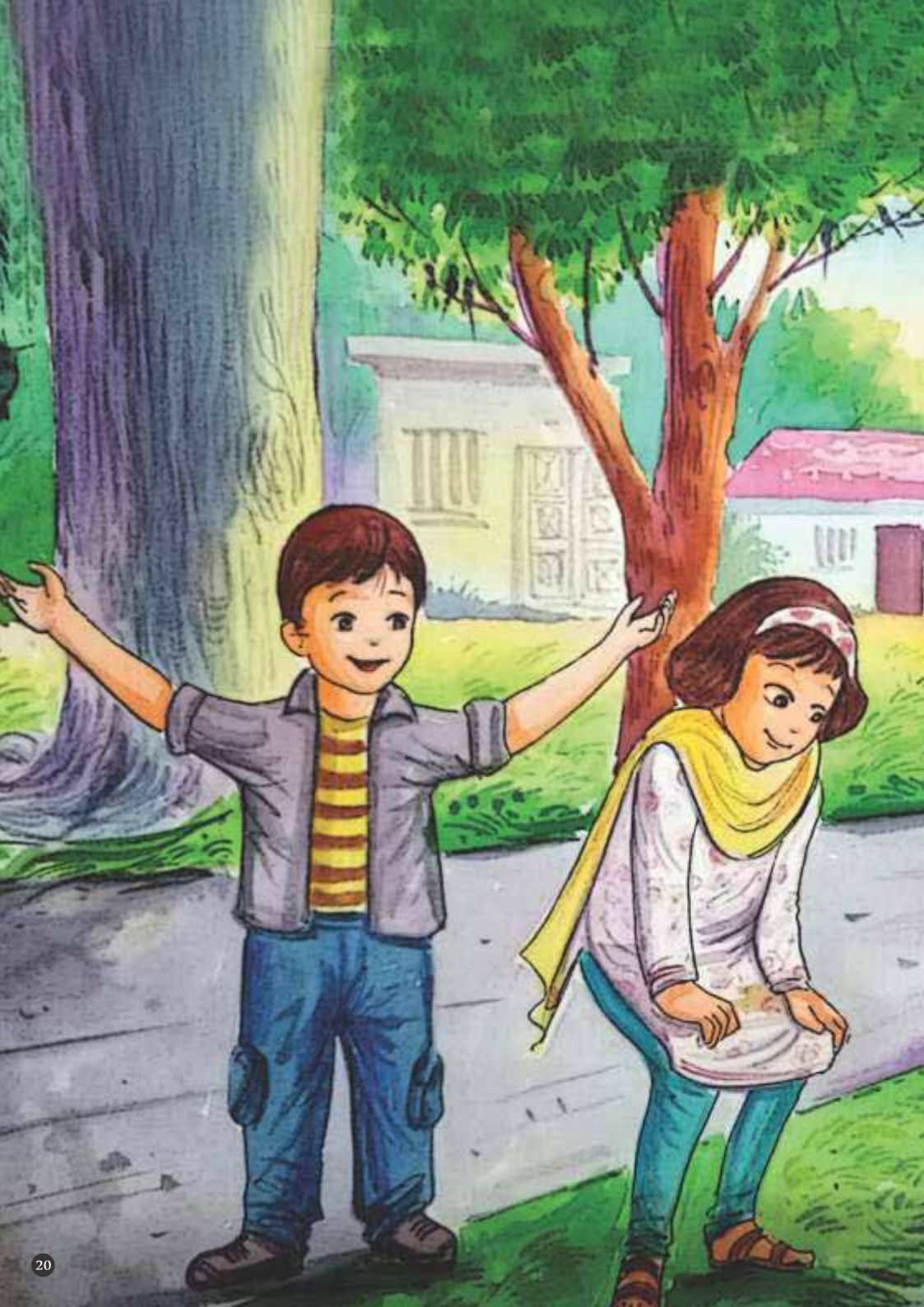


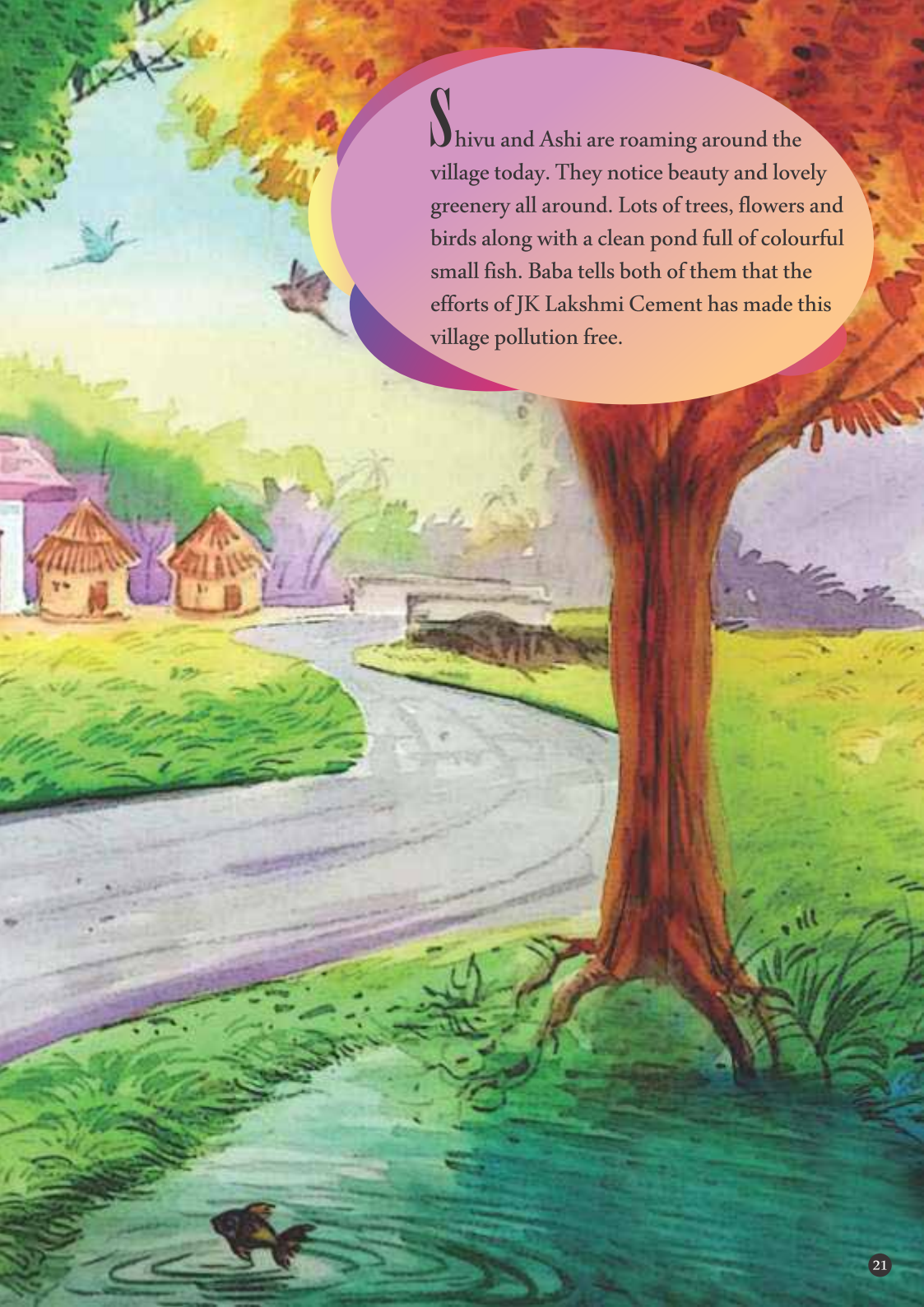
GRANDMOTHER: And have you noticed the new barn near my garden, Shyamu made it after taking masonry and carpentry training under one of the JK Lakshmi Cement initiatives.

ASHI: Yes Dadi, Baba told me that Shyamu Bhaiya dropped out of his school at young age, but now he is working and earning money.

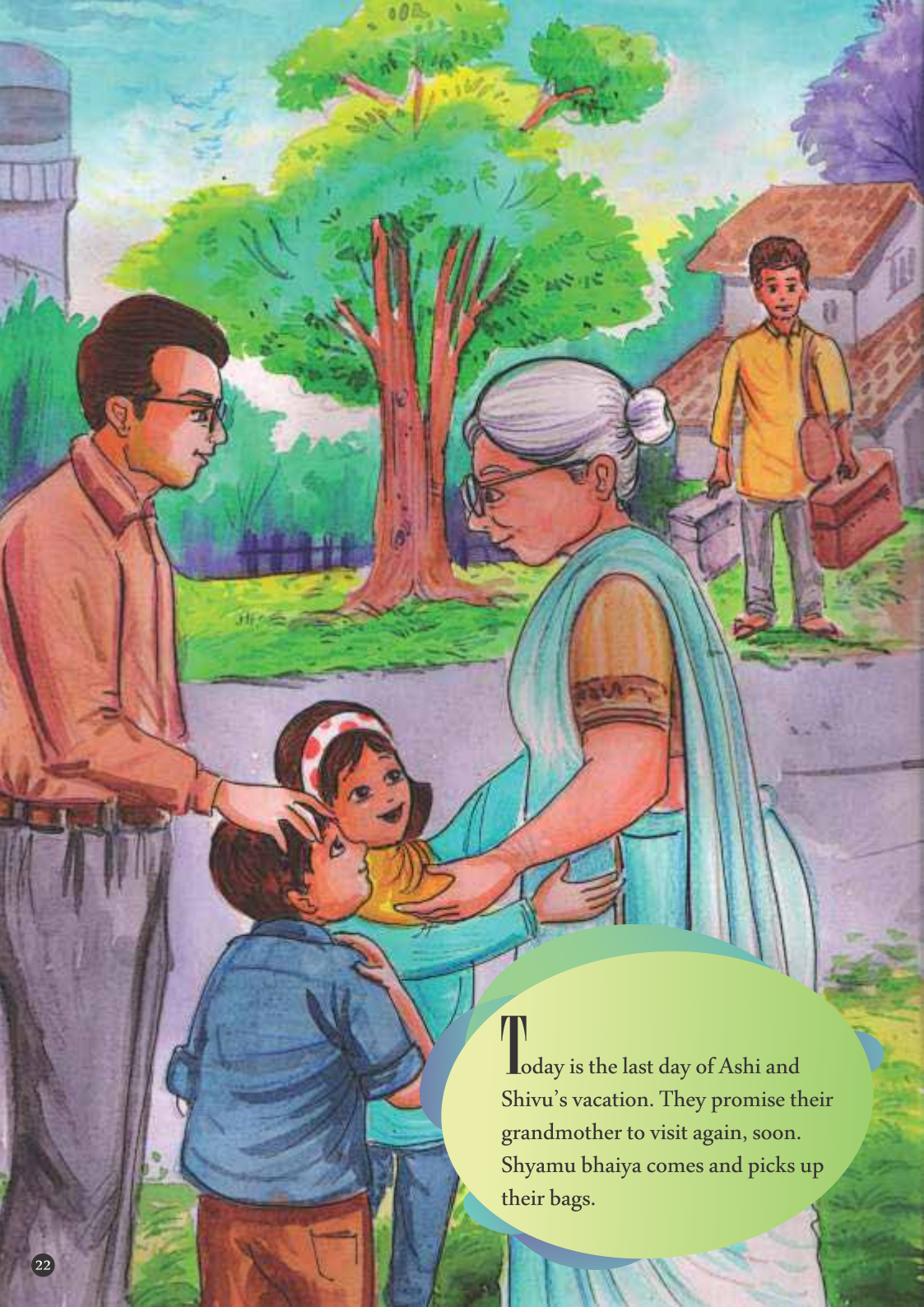
Dadi proudly pats Ashi on her back, for her intelligence.





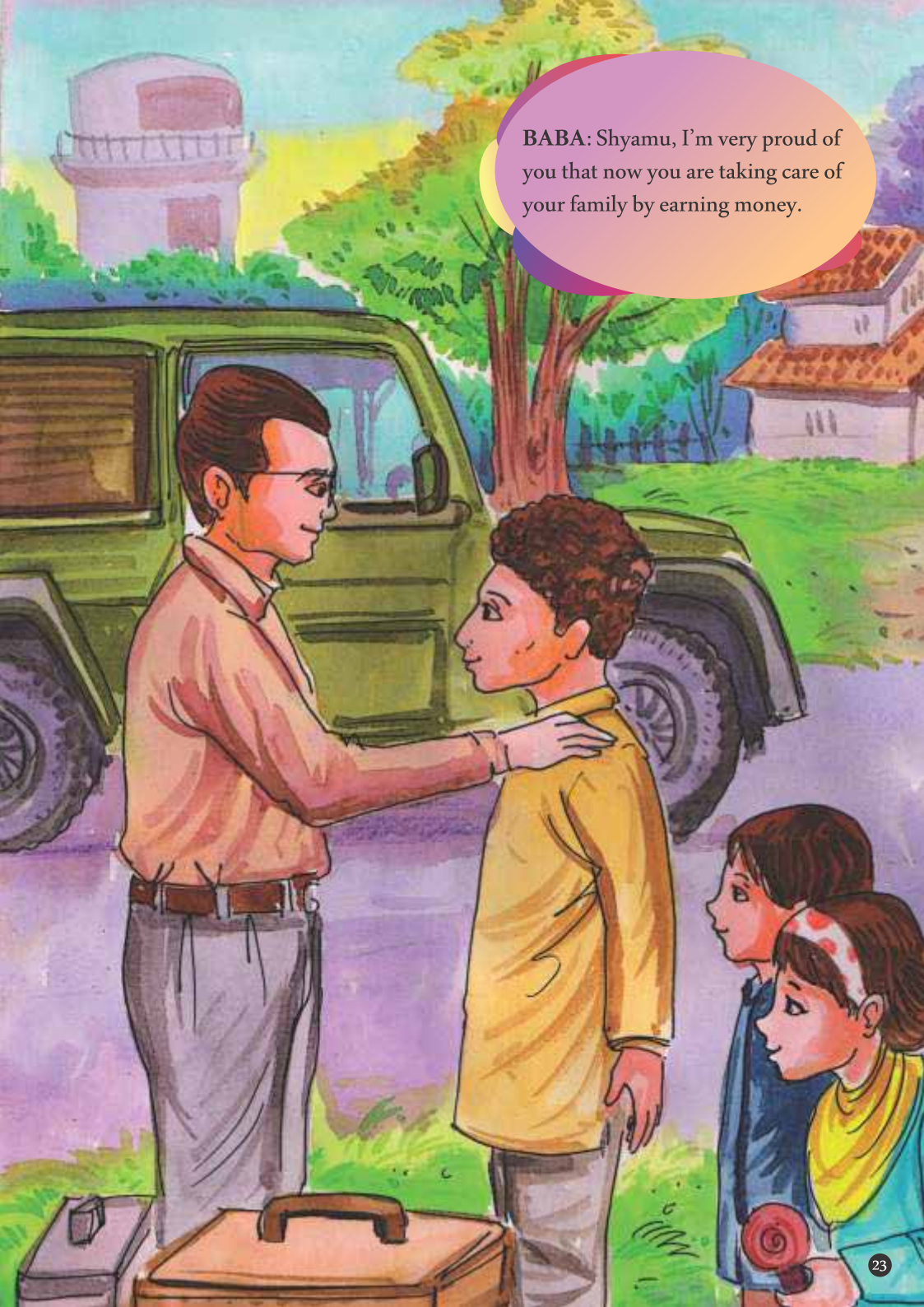


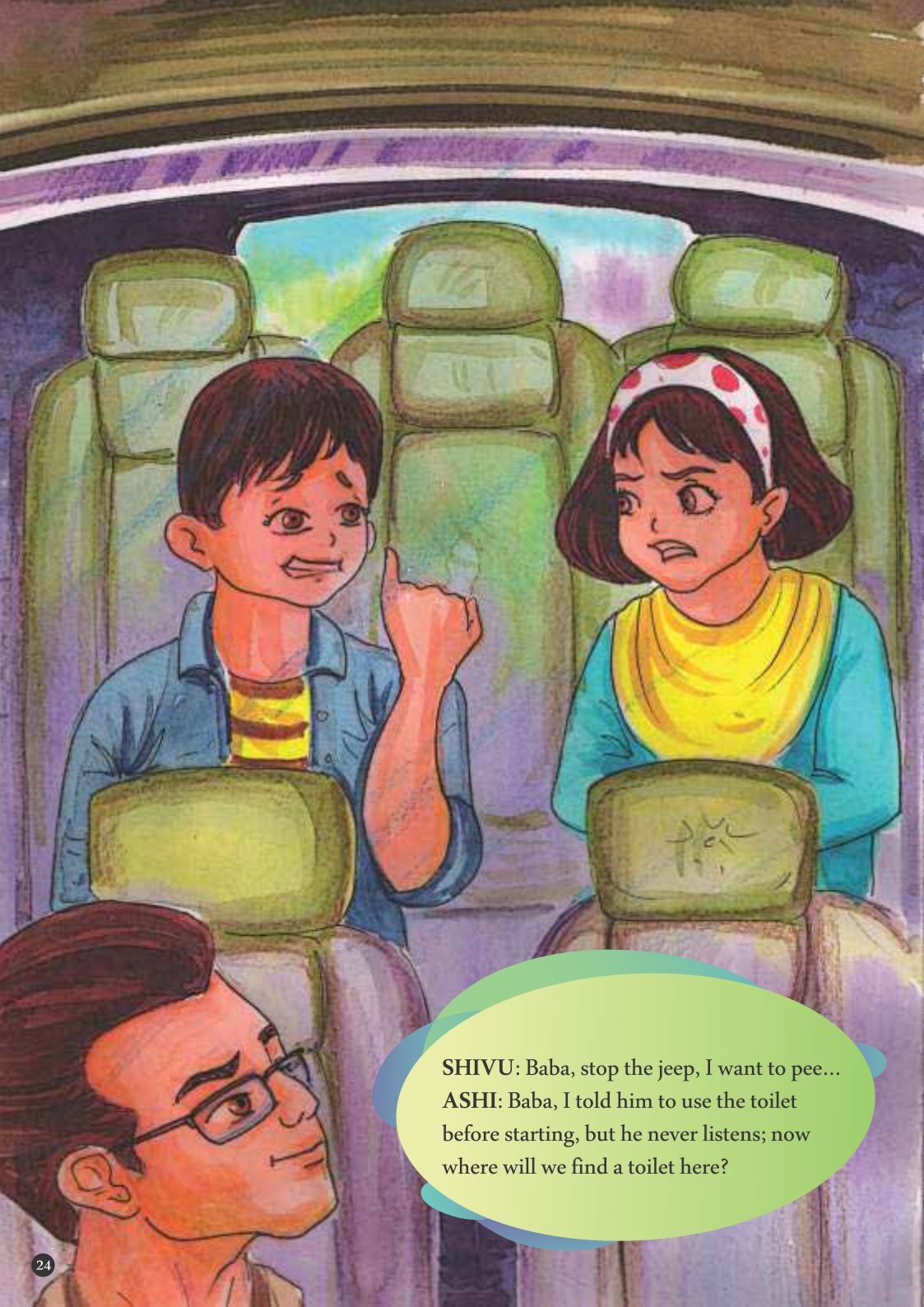
Shivu and Ashi are roaming around the village today. They notice beauty and lovely greenery all around. Lots of trees, flowers and birds along with a clean pond full of colourful small fish. Baba tells both of them that the efforts of JK Lakshmi Cement has made this village pollution free.



Today is the last day of Ashi and Shivu's vacation. They promise their grandmother to visit again, soon. Shyamu bhaiya comes and picks up their bags.

BABA: Shyamu, I'm very proud of you that now you are taking care of your family by earning money.

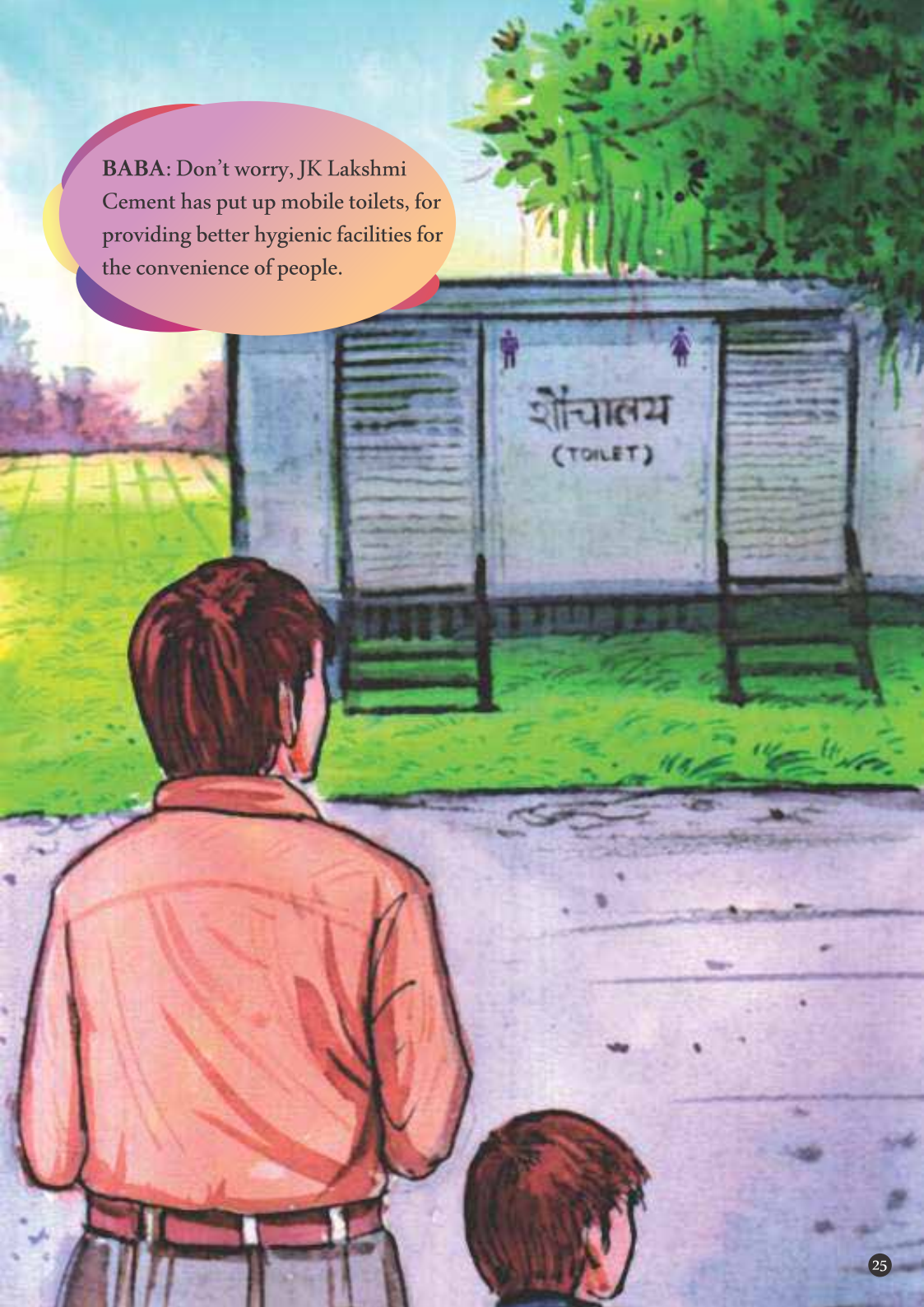


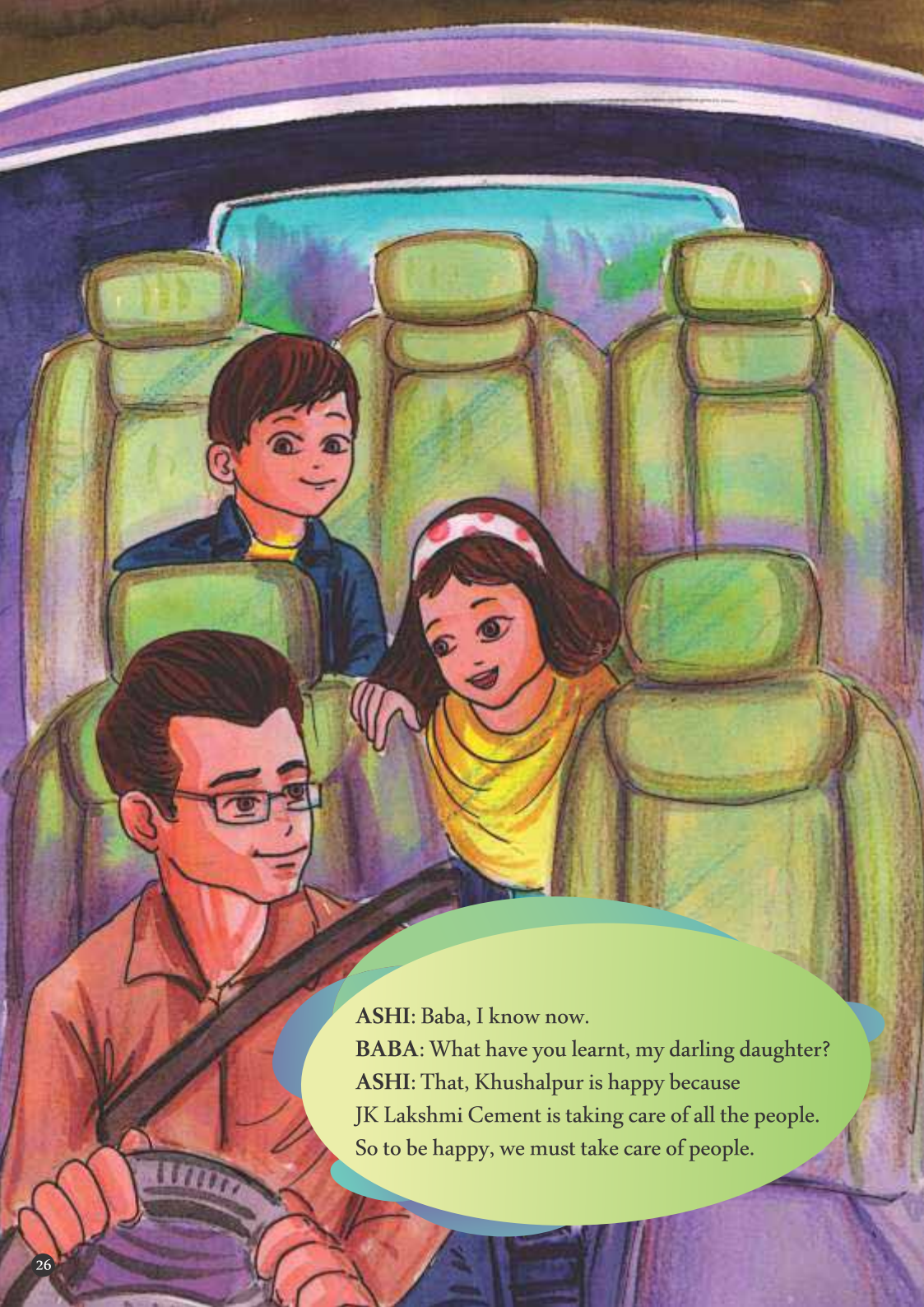


SHIVU: Baba, stop the jeep, I want to pee...

ASHI: Baba, I told him to use the toilet before starting, but he never listens; now where will we find a toilet here?

BABA: Don't worry, JK Lakshmi Cement has put up mobile toilets, for providing better hygienic facilities for the convenience of people.





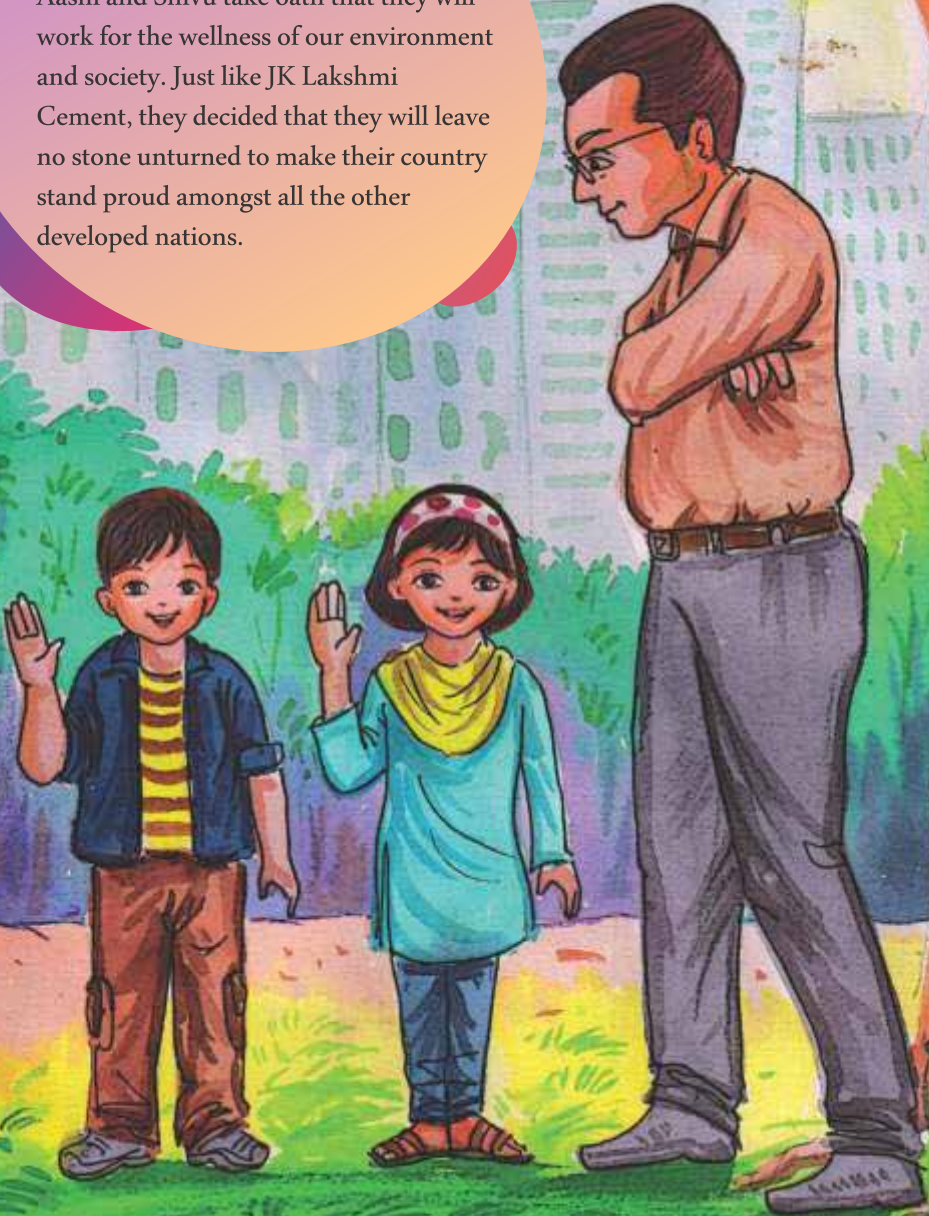
ASHI: Baba, I know now.

BABA: What have you learnt, my darling daughter?

ASHI: That, Khushalpur is happy because JK Lakshmi Cement is taking care of all the people. So to be happy, we must take care of people.

Aashi and Shivu take happy memories with them.

Aashi and Shivu take oath that they will work for the wellness of our environment and society. Just like JK Lakshmi Cement, they decided that they will leave no stone unturned to make their country stand proud amongst all the other developed nations.



CORPORATE SOCIAL RESPONSIBILITY At JK Lakshmi Cement Limited

JK Lakshmi Cement Limited, follows Corporate Social Responsibility (CSR) as a tradition ever since the beginning of our first factory. Embedded in our long term business strategy, we believe that business priorities co-exist with social commitments that drive holistic development of people and communities. Hence, we strive to transform as many lives as we can by providing better environment, healthcare, education and self-sustainability.

Our Initiatives:

- Health Camps
- HIV/AIDS Awareness
- Dental Camps in Government Schools
- Adult Literacy
- Project Aarambh
- Hostel Accommodation

- Scholarship for Masons' Daughters
- E-Learning
- Computer Classes
- Silai Kadhai Training
- Mobile Repairing
- Beautician Training
- Livestock Development
- Seed Distribution to Farmers
- Self Help Groups

JK Lakshmi Cement Limited is fully dedicated towards creating a better environment around its factories for the workers and their families. Which they have been able to achieve by working towards prevention of Air, Water and Land pollution:

- Planting Trees
- Distributing Smokeless Chulas/Stoves
- Water Recycling

This booklet is based on anecdotes hinting on people who have got benefited through the CSR activities initiated by JK Lakshmi Cement Limited. As we believe that children are the future and when sown with proper wisdom can upspring like catalysts, helping in community upliftment and social development of our country. We have told the stories through these children who are on their visit to 'Khushalpur'.

"We as a company follow a culture wherein, we take utmost care of our environment, at every step. We very strongly believe, it is not someone else's responsibility to keep the environment clean. It is the responsibility of one and all. Start now, save for future."

— Shrivats Singhanian —



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